



AMERICA'S AUTOMATIC MOTORCYCLE

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New Location Announced in Dallas/Fort Worth for Ridley Motorcycles.

(Okla. City, Okla.-4/9/2008) A new Ridley dealership has been officially announced in Arlington, Texas by Juli Wright, Ridley's Dealer Development Coordinator. American Motorcycle Trading Company has been appointed as the premier Dallas/Fort Worth location for Ridley. Only a few blocks from where construction on the future Dallas Cowboys Stadium and area theme parks, American Motorcycle Trading's location is the finest in North Texas.

"The association with American Motorcycle Trading is very exciting, said Jay Ridley, the professional staff of the dealership is ideal for providing the one-on-one personal experience we look for in our dealers. Our customers have come to expect a level of customer service much higher than other brands can offer. American Motorcycle Trading understands the importance of each individual owner."

Established over ten years ago, Ridley Motorcycle is experiencing a resurgence in interest as the buying patterns of male baby boomer's are changing and custom manufacturers are struggling for market position.

"These motorcycles expand our product offering by attracting a new type of rider into our dealership. For those who have always wanted to ride, but have been intimidated by the constant clutching, shifting, weight, or seat height- the Ridley is the perfect motorcycle. These incredibly well built motorcycles are fully automatic, weight a lot less, and have a comfortable low seat that make riding a Ridley fun and easy" commented Bob Leuke, American Motorcycle Trading Company founder.

Currently ramping up production to satisfy the demand from new riders, Ridley Motorcycle has designed its two and three wheeled motorcycles to help build confidence and make riding easier leading to a safer motorcycling experience.

Ridley Automatic Motorcycles are the world's only line of fully-automatic motorcycles. Ridley's Continuously Variable Transmission (CVT) allows the rider to cruise without manual shifting or clutching.

For more information on Ridley Motorcycle Company visit www.RidleyMotorcycle.com.

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